affinity answers

TARGET THE FAN, NOT THE GAME

ABOUT
AFFINITY VERIFIED DATA

Affinity Verified Data combines the richest online behavioral data with the largest collection of social data to create audiences that are proven to outperform. We collect consumer engagement data from every major platform (including hashtags) and use it to verify online behavioral intent and interest as collected through browsing, ecomm, search, and mobile. This data is utilized to enhance marketing strategies through targeted programmatic and display advertising, data enrichment, and CTV & DOOH audience activation. Affinity Answers serves over 400 global brands, agencies, and AdTech partners, offering solutions that drive increased return on ad spend (ROAS) and lower customer acquisition costs (CAC).

Our catalog of more than 45,000 entities across over 60 categories means we can build unique customer audiences brands can't find anywhere else.

Clients use our audiences for many different strategies:

- Current Customer Targeting
- Customer Acquisition
- Conquest Competitors
- Promotional/Sponsorships

All of our audiences are instantly accessible audiences available across all major DSPs and social media platforms.

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LETS LOOK AT THE STATS

Affinity Data empowers brands to tap into deep emotional connections with sports audiences—81% of fans feel more positively toward brands that sponsor sports they love. 66% are more inclined to purchase from such brands, 20% actively choose them, and nearly 30% become advocates through recommendations.

When brands align with affinity-rich audiences—be it fans of teams, leagues, or athletes—they amplify efficiency and halo equity. Athletes alone account for 26% of sponsorship value on social media, generating $1.8 billion in ad value, while nearly half of millennials are more likely to buy products endorsed by their favorite athlete. Younger fans like Gen Z are even more receptive: 76% love seeing teams or athletes in ads, and 65% are more likely to buy from such brands. These insights underscore how Affinity Data can guide smarter media investment, sponsorship targeting, and fan-first marketing strategies that drive authentic engagement and measurable ROI.

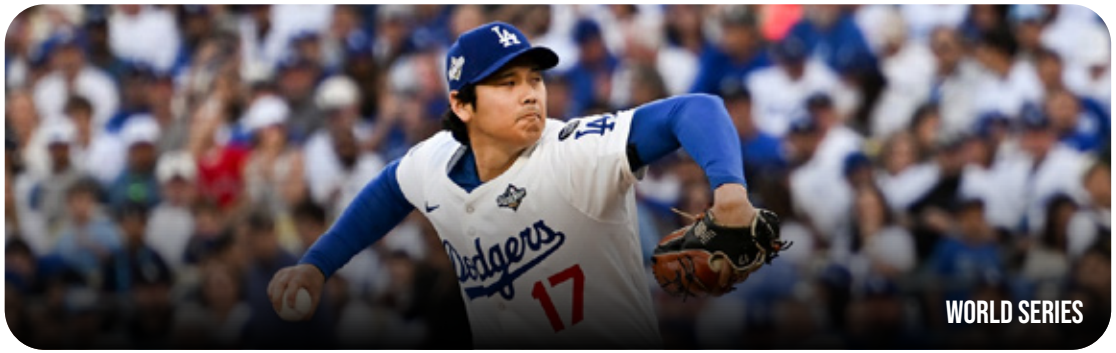
AVAILABLE SPORTS AUDIENCES

GENERAL SPORTS TARGETING

NFL
NHL
MLB
NBA
Professional Golf - PGA
UEFA Europa League
Ultimate Fighting Championship (UFC)
BMX
Boxing
Boxing & MMA
Cricket
Cycling
eSports
FIFA
Golf
Gymnastics
Horse Racing
Lacrosse
New Zealand Cricket
Professional Rugby
Rock Climbing
Rodeo
Rugby
Running
Skateboarding
Skiing
Snowboarding
Softball
Surfing
Swimming
Tennis
Volleyball
Wrestling (WWE)

SPORTING TENT POLE EVENTS

Events - Super Bowl
Events - NFL Draft
Events - College Football Playoffs
Events - Sugar Bowl
Events - World Series
Events - MLB All-Star Game
Events - NBA Finals
Events - NBA All-Star Game
Events - NCAA March Madness
Events - Stanley Cup
Events - Ryder Cup
Events - Masters Tournament
Events - PGA Championship
Events - The Open Championship
Events - THE PLAYERS Championship
Events - Wimbledon
Events - Australian Open
Events - FIFA World Cup
Events - French Open
Events - Rugby World Cup
Events - Tour De France
Events - UEFA European Championship
Events - X Games
Events - Kentucky Derby
Events - Belmont Stakes
Events - Breeders' Cup
Events - Preakness Stakes
Events - New York Marathon
Events - Boston Marathon
Events - Chicago Marathon



AVAILABLE SPORTS AUDIENCES

MLB TEAMS

Baseball - Arizona Diamondbacks
Baseball - Atlanta Braves
Baseball - Baltimore Orioles
Baseball - Boston Red Sox
Baseball - Chicago Cubs
Baseball - Chicago White Sox
Baseball - Cincinnati Reds
Baseball - Cleveland Indians
Baseball - Colorado Rockies
Baseball - Detroit Tigers
Baseball - Houston Astros
Baseball - Kansas City Royals
Baseball - Los Angeles Angels of Anaheim
Baseball - Los Angeles Dodgers
Baseball - Miami Marlins
Baseball - Milwaukee Brewers
Baseball - Minnesota Twins
Baseball - Minor League
Baseball - MLB Enthusiasts
Baseball - New York Mets
Baseball - New York Yankees
Baseball - Oakland Athletics
Baseball - Philadelphia Phillies
Baseball - Pittsburgh Pirates
Baseball - San Diego Padres
Baseball - San Francisco Giants
Baseball - Seattle Mariners
Baseball - St. Louis Cardinals
Baseball - Tampa Bay Rays
Baseball - Texas Rangers
Baseball - Toronto Blue Jays
Baseball - Washington Nationals

NBA TEAMS

Basketball - Atlanta Hawks
Basketball - Boston Celtics
Basketball - Brooklyn Nets
Basketball - Charlotte Hornets
Basketball - Chicago Bulls
Basketball - Cleveland Cavaliers
Basketball - Dallas Mavericks
Basketball - Denver Nuggets
Basketball - Detroit Pistons
Basketball - FIBA
Basketball - Golden State Warriors
Basketball - Houston Rockets
Basketball - Indiana Pacers
Basketball - Los Angeles Clippers
Basketball - Los Angeles Lakers
Basketball - Memphis Grizzlies
Basketball - Miami Heat
Basketball - Milwaukee Bucks
Basketball - Minnesota Timberwolves
Basketball - NBA Enthusiasts
Basketball - NBA G League
Basketball - New Orleans Pelicans
Basketball - New York Knicks
Basketball - Oklahoma City Thunder
Basketball - Orlando Magic
Basketball - Philadelphia 76ers
Basketball - Phoenix Suns
Basketball - Portland Trail Blazers
Basketball - Sacramento Kings
Basketball - San Antonio Spurs
Basketball - Toronto Raptors
Basketball - Utah Jazz
Basketball - Washington Wizards

NFL TEAMS

Football - Arizona Cardinals
Football - Atlanta Falcons
Football - Baltimore Ravens
Football - Buffalo Bills
Football - Carolina Panthers
Football - Chicago Bears
Football - Cincinnati Bengals
Football - Cleveland Browns
Football - Dallas Cowboys
Football - Denver Broncos
Football - Detroit Lions
Football - Green Bay Packers
Football - Houston Texans
Football - Indianapolis Colts
Football - Jacksonville Jaguars
Football - Kansas City Chiefs
Football - Las Vegas Raiders
Football - Los Angeles Chargers
Football - Los Angeles Rams
Football - Miami Dolphins
Football - Minnesota Vikings
Football - New England Patriots
Football - New Orleans Saints
Football - New York Giants
Football - New York Jets
Football - Philadelphia Eagles
Football - Pittsburgh Steelers
Football - San Francisco 49ers
Football - Seattle Seahawks
Football - Tampa Bay Buccaneers
Football - Tennessee Titans
Football - Washington Commanders

NHL TEAMS

Hockey - Anaheim Ducks
Hockey - Arizona Coyotes
Hockey - Boston Bruins
Hockey - Buffalo Sabres
Hockey - Calgary Flames
Hockey - Carolina Hurricanes
Hockey - Chicago Blackhawks
Hockey - Colorado Avalanche
Hockey - Columbus Blue Jackets
Hockey - Dallas Stars
Hockey - Detroit Red Wings
Hockey - Edmonton Oilers
Hockey - Florida Panthers
Hockey - Los Angeles Kings
Hockey - Minnesota Wild
Hockey - Montreal Canadiens
Hockey - Nashville Predators
Hockey - New Jersey Devils
Hockey - New York Islanders
Hockey - New York Rangers
Hockey - NHL Enthusiasts
Hockey - Ottawa Senators
Hockey - Philadelphia Flyers
Hockey - Pittsburgh Penguins
Hockey - San Jose Sharks
Hockey - St. Louis Blues
Hockey - Tampa Bay Lightning
Hockey - Toronto Maple Leafs
Hockey - Vancouver Canucks
Hockey - Vegas Golden Knights
Hockey - Washington Capitals
Hockey - Winnipeg Jets

MLS TEAMS

Football (Soccer) - Chicago Fire
Football (Soccer) - Colorado Rapids
Football (Soccer) - D.C. United
Football (Soccer) - FC Barcelona
Football (Soccer) - FC Dallas
Football (Soccer) - Houston Dynamo
Football (Soccer) - Los Angeles Galaxy
Football (Soccer) - Montreal Impact
Football (Soccer) - New York Red Bulls
Football (Soccer) - Philadelphia Union
Football (Soccer) - Portland Timbers
Football (Soccer) - Real Madrid CF
Football (Soccer) - Real Salt Lake
Football (Soccer) - San Jose Earthquakes
Football (Soccer) - Seattle Sounders

EUROPEAN SOCCER

Football (Soccer)
Football (Soccer) - Arsenal
Football (Soccer) - Bayern Munich
Football (Soccer) - Borussia Dortmund
Football (Soccer) - Chelsea FC
Football (Soccer) - Liverpool FC
Football (Soccer) - Manchester City F.C.
Football (Soccer) - Manchester United

AUTO RACING

Auto Racing
Auto Racing - Formula One/F1
Auto Racing - Indy Racing League
Auto Racing - MotoGP
Auto Racing - NASCAR
Auto Racing - NHRA
Auto Racing - Red Bull Racing

Affinity Verified Data

BENEFITS

TESTED TO OUTPERFORM

Proven to outperform purchase data by more than 55%, as purchase intent is a better indicator of future purchase behavior.

ACTIVATE ANYWHERE

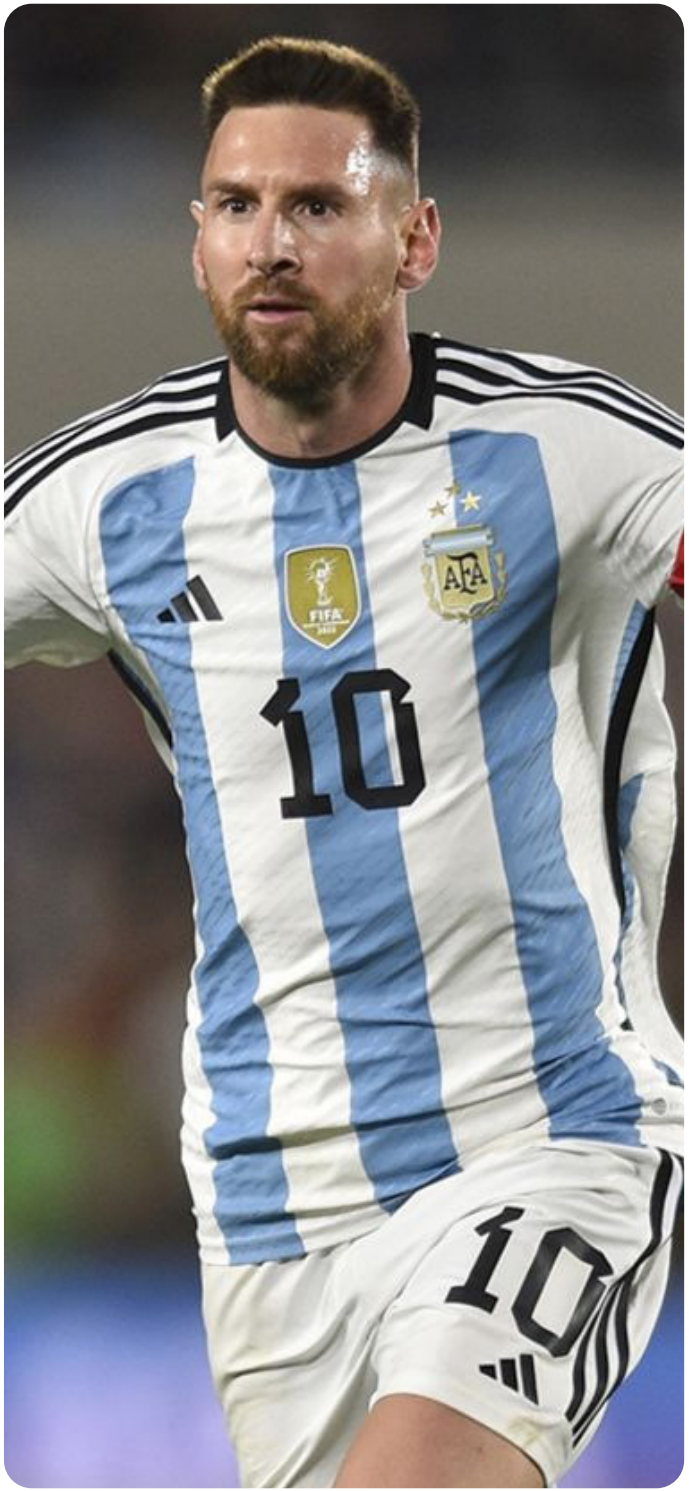
Affinity Verified Audiences are available in every available and can be activated through every available DSP and marketplace.

CERTIFIED AND FUTUREPROOF

Independently certified for quality, transparency, privacy, and Cookieless. Activate on any current or alternative IDs.

CUSTOM AUDIENCES

If you can imagine it, we can build it, Fast.
Custom Audience responses within 24 hours, built and ready in 7 days.

READY TO WIN?

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